

<b>Notice of References Cited</b>	Application/Control No. 10/631,837		Applicant(s)/Patent Under Reexamination NAPLES ET AL.	
	Examiner JONATHAN G. STERRETT		Art Unit 3623	Page 1 of 1

#### U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
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#### FOREIGN PATENT DOCUMENTS

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	S					
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#### NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)			
	U	"Quantitative approaches for profit maximization in direct marketing", 1998, H van der Scheer - dissertations.ub.rug.nl (hereinafter Scheer)			
	V	Interaction between target and mailing characteristics in direct marketing, with an application JR Bult, H van der Scheer, T Wansbeek - International Journal of Research in Marketing, 1997 - Elsevier			
	W				
	X				

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
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